

THE DAYLIGHT STORE

Our Fifteenth Spring and Easter Opening of Latest Kinds in Dry Goods and Garments!

Thursday, Friday and Saturday, March 21, 22 and 23.

This opening and sale starts us out with all that is new and desirable in Spring Dry Goods of every sort and kind, always keeping our mind on quality and price as well as style. If ever there was a season when you should buy early this is the season. Our only object in posting our customers is that they should have one chance at least before things go any higher. We made several purchases early that will be of benefit to you if taken advantage of at once. The following are goods that we have on our shelves and racks today that we ask you to look at as money-savers.

Wash Goods.

It's well to know that all kinds of Wash Goods have at first hands been advanced in price. What we are trying to do in this sale is to put before you these Wash Goods so cheap that you will not suspect any raise at all in the price. Prices made at this sale will be only for a few days.

COLORED WASH GOODS.

We have the very best light ground Shirting Prints in dots and small figures. Now at6c (Later will be 7c or more.)

Large lot of soft-finished Gingham in checks or stripes in fancy or plain colors that will be 10c later. Now at12 1/2c

Madras Gingham in plain reds, light blues, navies, greys, greens and tans, now at8c (Buy what you need now.)

Bates Gingham in rib effects of navy, grey and red, now at12 1/2c (Cannot get any more at any price.)

A. F. C. and Tolle De Nord Gingham in stripes of different widths, now at12 1/2c

There is an increased demand for crinkly Seersuckers, the kinds that you do not have to iron. These we have in light blue and white and navy stripes at12 1/2c

Percales at old prices are all out of the market. For this sale we will sell you at old prices what we have left. Some good styles and some not so good. At12 1/2c

One of the best kinds of wash goods for children's dresses or ladies' wear is our Dimities and Holly Batistes. These are excellent washing goods and come in the very best of patterns and sell for12 1/2c

A few pieces of those yard-wide Madras Shirtings, these are short lengths from shirt factories that are worth from 20c to 25c per yard, as they come to us. Now at18c

One lot of very fine Amoskeag Gingham nearly as fine as Scotch Gingham, now, per yard18c

Silk Muslin with small dots in all colors, per yard25c

For jumper suits we have an imported Mercerized Goods that look all as good as silk, which comes in checks in light or dark shades and will wash perfectly. Price, per yard25c

One of our new styles is a Cotton and Silk Opalescent in all colors of plaid effects, per yard25c

Yoga Silks are on the pounce order and being checked are to be great sellers this season. Price, per yard30c

Tokio Silks are on the order of Yoga Silks, only that they come with plain grounds and are plaided off with narrow silk pencil stripes. Price per yard30c

Arnold Broadened Silk Muslins come in new designs and for evening or graduation dresses they are the best. Price per yard30c

Arnold Opalescent Silks are the latest. These we have in all of the best colorings. They are very choice. Price per yard30c

Hosiery and Underwear.

Buying early places these goods before you at last season's prices with quality fully up to last season.

HOSIERY.

First let us show you the best Hosiery for the price that you can buy your children this season. Hosiery made with spliced heels and toes and double knees, comes in one and one rib for girls and two and two ribs for boys, will compare with any 15c Hosiery and many more expensive ones, and selling for 16c, two pairs for 25c

Black Cat Hosiery, as you know, is the best 25c Hosiery sold today. We believe it, for our trade tell us so. Per pair25c

Misses Black Cat Hosiery is very fine and made of high thread. Price25c

Boys' Black Cat Hosiery is the heavy kind, made to hold a boy. It is the only Boys' Hosiery made with linen-spliced heels, toes and knees, and spliced at the instep with linen. Sold at 24c, per pair25c

Ladies' Black Cat Hosiery no. 630 is a wonder, being very fine of most weight and equal to any 25c Hosiery in our store, and sells as a special at25c

WHITE GOODS.

You will not need to be told that we bought our White Goods last June when they were at their lowest point for two years. We knew that we were to need goods, and our judgment said to buy and buy liberally. It helps us and will mean to you more than it does to us.

India Linen in white at12 1/2c, 15c, 18c and 25c (The 15c ones will be 15c grades, and the better ones in proportion.)

Persian Lawns at30c (If bought today would be 35c.)

Persian Lawns, 45 inches wide, would be 35c or 38c, now at25c

White French Lawns, are the same grade and same width as last season,58c

Dotted Swisses, are the same grade as last season and priced the same,12 1/2c, 15c, 18c, 20c and 25c (Next lot will be more.)

St. Gaul Embroidered Muslins, are of the finer qualities, all hand-embroidered, per yard50c and 58c

Indian Head Cotton, 36 inches wide, a cloth used in place of linen and for many purposes much better, and used for tailored skirts and suits, 16c

White crinkly Seersucker, a cloth that needs no ironing. Price per yard,12 1/2c

One lot of 15-cent White Dimities for children's dresses and aprons, now, per yard12 1/2c

We early made a purchase of Imported White Mercerized Waistinges, goods that always sell for from 35c to 38c per yard. These imported goods are far better than domestic goods. Now in this sale at only25c

Mercerized Childrens are new cloths being nearly as thin as silks and having as much lustre. They come in checks the same as silks. We have a good assortment of these goods at, per yard, only25c

WHITE LINENS.

This season promises to be good on Linens and we are prepared to take care of the demand. Thin Linen Lawn in all grades will be much sought after. Linen Lawn for shadow work or thin waists. All hand-knotted weights. Just notice the grades that we have to show:30c, 50c, 65c and \$1.00

Linens for Skirts or Tailored Suits. These are sheeting weights and the kinds used by ladies' tailors. At35c, 50c and 60c

WHITE ORIENTAL SILKS.

These Silks are of the wash kinds and come in all grades, as follows:

23-inch White Oriental Silk, used for fancy work,25c

26-inch White Oriental Silk, used for waists or whole costumes,30c

37-inch White Oriental Silks, used for any white costume or waists,75c

37-inch White Waterproof Oriental Silk is preferred by many on account of its being waterproof. Sold largely for graduation dresses.

KNIT UNDERWEAR.

Ladies', Misses' and Children's Knit Underwear is now in our stock and ready for sale at prices as low as made on same goods when goods of all kinds were away down.

Ladies' Swiss Vests in assorted sizes, now at10c

Ladies' Swiss Vests with short sleeves at16c, two for 25c

Ladies' 25c Vests come in sleeveless, short sleeves and long sleeves. Your choice at25c

Ladies' Little Thread Vests at50c

Ladies' Mercerized Vests that look like silk, for25c

Prices on Underwear are good only as long as first lots are on hand.

Ladies' Tailored Suits.

One of the prettiest models we have seen in Ladies' Tailored Suits is made of a fine quality Panama. Jacket is made blouse Eton effect, has the broad shoulder Gibson cut, collar finished with silk and sateen braid. The back and front is finished with one-inch stitched pieces of same cloth and front is finished tie effect, with gilt buckle. Two-thirds sleeves, cuffs of silk and sateen, braid-finished with gilt buttons. Has very full plaited skirt. The price is\$35.00

A Suit which is sure to win favor for summer wear is made of a light colored pencil stripe and check goods in fine quality cloth. Jacket is made 22 inches long, is finished over shoulders down front and back with bias straps and piped with black silk. Has three-fourths length sleeves, finished with bias cuffs, piped with silk. Has full skirt, made with bias box plaits. The price is\$22.50

A Pony Coat Suit which we consider very good is made of a fine quality serge. Coat is made twenty-two inch, collarless, cutaway style, and is finished with a fine silk mohair braid. Skirt is made full plaited style. Price is\$30.00

At \$18.00 is a line of Eton Suits made of good quality Panama. Eton is made side plait back and front, is collarless and trimmed down front and around the bottom with a good width silk mohair braid. Has three-fourths length sleeve with trimmed cuffs. Skirt is made side back and front plait and trimmed with braid to match Eton. Colors, black, blue, green and red. Price\$18.00

At \$15.00 is a line of Suits in Etons and jacket styles, made of a fine quality all-wool plaid goods. The style is equal to Suits that sell for \$22.50. Price\$15.00

In the better grade Suits in novelties we can show you a line of sample Suits in the best up-to-date styles. Prices from\$22.50 to \$40.00

At \$18.00 is a Misses' Junior Suit made of a fine quality invisible check worsted goods. Eton is made side plait back and front, trimmed with silk and braid, finished with gilt buckles. Skirt is made with panel, finished with silk and braid. The price is\$18.00

Ladies' Silk Waists

At \$2.98 is a Jap Silk Waist, made with yoke of fine cluster and one-half-inch tucks, has fine cluster tucks down back, has long sleeve with deep cuff. Price\$2.98

At \$3.50 is a White Jap Silk Waist, made double box plait front with one-half-inch side plaits, has long sleeve with tucked cuff. Price\$3.50

At \$2.58 is a fine Jap Silk Waist, front made of one-half-inch tucks and fine lace insertion down front and tucks down back. Has long sleeves with cuffs of insertion and tucks. Price only\$2.58

At \$4.98 is a fancy Jap Waist, made with deep round yoke of lace insertion and fine tucks, the insertion lay between the rows of tucking. Has long tucked back, short sleeves finished with lace insertion. At \$4.98

At \$6.50 is a White Radium Silk Waist, inlaid over shoulders front

and back with narrow insertion and strips of silk, the front and back being made of inlaid insertion and silk. Has two rows of lace insertion running Y-shape across front of blouse. Has three-quarters length sleeves with insertion cuff. Price\$6.50

At \$4.98 is a very stylish net lace and insertion Waist over Jap silk, finished with lace medallions and fine lace edge. Has three-quarters length sleeves with narrow cuff of insertion. Price\$4.98

At \$4.50 is a fancy black Jap Silk and Lace Insertion Waist. Price, \$4.50

At \$3.98 and \$4.50 is a line of very good style Taffeta Silk Waists in black, also of colors. At\$3.98 and \$4.50

At \$5.00 and \$5.75 is a line of Black Peau de Soie Silk Waists in some very pretty staple styles. Price only\$5.00 and \$5.75

Ladies' Separate Skirts.

In anticipation of the great demand for separate Skirts, we bought heavily and are in a position to show you the largest and best line to be found in this section.

At \$18.00 is a black Altman Voile Skirt, made in fine cluster plaits, has extra full sweep and has good quality silk drop. We can give you the same Skirt without drop for\$14.00

At \$12.00 we can give you a line of Skirts made in a variety of the new up-to-date styles, and of such cloths as plain and chiffon Panama, Melrose, Crispine Voiles, Foyles and Serges. These are the Skirts we do a big special order business on. Price only\$12.00

Ladies' Separate Coats.

In selecting your Spring Coat you can find most any style you may look for.

One of the leaders for the season is the College Coat, which comes in plain, covert and mixed cloths. Some come thirty inches long with plain and fancy strapped backs. Priced from\$5.98 to \$15.00

A very dressy Coat and one which comes in lots of styles, is made coat back and one, two and three-button cutaway front. Comes in a fine quality covert cloth, and black broadcloth. Price\$12.50 to \$15.00

The little twenty-two inch covert half-skirt Coat will be worn quite a good deal, as it carries a style that no other coat has. These range in price from\$5.00 to \$12.00

We would not be able to do a garment business without the long 45 to 50-inch Coat. Both in mixed and plain colors. These are especially desirable for a riding Coat. These are priced from\$5.98 to \$15.00

In Children's and Misses' Coats we are showing some values which will be hard to duplicate later.

Wash Waists.

We have a separate department for Wash Waists, showing one of the most complete line of these goods in the state.

Many use for a house waist and in cases where lots of hard wear is needed, a Black Satine Waist. These we have in \$1.25 grade now for \$1.00

White Muslin Waists at\$1.19

For two seasons we have made a run on this price Waist, putting into the lot all White Waists that usually sell for \$1.25, \$1.50 and \$1.65. The sale of these Waists has been so good that we have many imitators at this price, and that would be all right if they furnished the quality and style.

Waldorf White Muslin Waist—will appeal to you as a much more expensive Waist—at\$1.19

Waldorf White Muslin Waists at \$1.50 and \$1.75 are Waists that just came from the express. They have yokes of Swiss embroidery and German Valenciennes lace. At \$1.60 and \$1.75

Waldorf Waists made of very fine India Linen set with Valenciennes lace and have yokes of baby Irish embroidery. Price\$2.50

Waldorf Waists made of very sheer Persian Lawn with yokes of fine tucks set with baby Irish embroidery. Price\$2.98

Waldorf Sample Waists in assorted sizes made of finest materials, and many of them are all hand work. Price\$3.50, \$3.98, \$4.50 and \$5.00

Corsets.

Three of the leading kinds, W. B. Royal Worcester and the R. & G. Corsets.

We have a special Corset made by the R. & G. people that is full French-gored, trimmed with lace, and has front and side all elastic supporters, and is selling at80c



The R. & G. Tapering Waist Corset is the one that outsells any other two kinds on the market. It is made of best coutille, has side and front supporters, and gives that shape as much sought for in Corsets. Other manufacturers would not steal this name—The Tapering Waist—if it was not worth imitating. Dress-makers appreciate a difference in fitting over one of these Corsets. The price is but\$1.00

LACES AND EMBROIDERIES.

This is to be a larger season for Laces than last. All kinds of goods are running very thin, so that you can see the advantage and style combinations that come by using an abundance of Lace. Venice Laces will be good, especially those with net tops. German Valenciennes and Mechlin Laces for the Thinner kinds of materials.

First, let me forget, let us call our attention to a large assortment of Thread Lace bought last fall at but half of the real value. These Laces have just arrived and have in the lot both narrow and wide edges, some of them five inches wide with narrow or wide insertions to match. This whole lot of something like two thousand yards now on one table at, per yard5c (Great values.)

Our fine Laces are from Muser Brothers' lace house, an old established house having a reputation so strong that in large cities many ladies will not buy a yard of Lace without first asking if it is from Muser Brothers, feeling sure of quality and style.

Muser Brothers made those beautiful Lace and Embroidered Allovers that we have shown in our windows. They are of better work and look better for the same price, costing from 80c per yard up to\$5.00

Embroideries are made across the water, and the price on these has advanced from 20 to 25 per cent. These Embroideries we ordered in advance, our being given last July for this spring's trade. (Small lots cannot be ordered this way.) The following will interest:

Over 1,500 yards or 50 pieces of assorted narrow widths in Hamburg, now, per yard5c

Over 2,000 yards or 45 pieces of white Swiss Embroidery worth today from 15 to 25c according to width, now, your choice, per yard12 1/2c

In the above purchase is a lot of wide Swiss Embroideries for corset covers or flouncings for skirts at 25c per yard, and Muslin Embroideries, the very thin ones that sell for from 50c to 60c, now at39c

In this purchase is a full assortment of Swiss Embroidered wide flouncings with bands to match. Some of these bands are seven inches wide and downings are 24 inches wide. Made for white dresses for summer or graduation uses.

As our Embroideries come to us direct from Switzerland, you will not only get a better value, but a different style of work.

LADIES' WRAPPERS.

To get good styles in Ladies' Wrappers is a hunt, and we do not always have them. The advance in price of prints and percales has made it so much the harder.

Let us show you our new Wrappers at \$1.25, also our Percale Wrapper at \$1.45, and our Gingham House Dresses at\$1.98

Notion Department.

In this department you will find every kind of a notion sold by large stores in the largest cities. We had built for us at a large expense a notion case to show goods at the main entrance to our store. Here you will always see latest ideas in goods not found in every city the size of Barre.

Ladies' Hair Ornaments in the way of Combs and Brooches are coming to us as soon as seen in large cities. Lots of the new ideas cost but 25c each, and some of the best only50c

Ribbons constitute one of our best lines. When we first started business in Barre, this was one of the lines that helped us most to get started, and we have kept increasing it until now we are obliged to have a separate department built for this particular line. The carpenters are at the work now in their shops. Popular prices have had their effect. We have always sold a Ribbon for 5c, 10c and 15c that was not for quality equalled. Now we have added the wider widths at10c and 25c

Fancy Ribbon at 25c has a large showing here. Many of these Ribbons hardly pay their way. We do

this to advertise our other lines. This line at25c

Ladies' Collars in plain all-linen at15c

Ladies' Lace and Turnover Collars with soft tips for25c

Ladies' New Round Collars from 25c up. The 25c one is a good 50c value in Venice.

Ladies' Belts comprise a line considered by us as one of our best. Here are the new ideas. As a ladies' Belt changes styles as often as a dress, it's necessary to keep posted.

We have a good line of Silk Belts at 25c, but the Belt that we do the business with sells for50c (Come in extra sizes at the same price.)

A good Canvas Stitched Belt sells for10c

For Graduation Costumes.

We have for Graduation Costumes the following White Goods.

India Linens from12 1/2c to 35c

Persian Lawns in 45-inch width at25c

Suesine Silks at45c

Oriental Silks at, per yard,50c, 75c, 85c and 95c

Silk Jacquard Eolienne at50c

Dotted Muslins at12 1/2c and 18c

Real St. Gaul Embroidered Dotted Muslin at25c, 35c, 50c and 58c

French Muslins, very wide,30c and 58c

Waterproof Silks at85c

White Nuns' Velling, all wool, and a very thin cloth that will wash perfectly, price per yard60c

White Henrietta, all wool, per yard, 60c

White Lusterine, beautiful for waists as well as dresses, per yard85c

White Mohairs for tailored effects in suits, per yard\$1.00

White Serge makes a desirable commencement suit, price per yard75c, \$1.00 and \$1.35

White Lansdown—this is Wm. Read's Lansdown, and the price is but, per yard\$1.25

We also have very wide Swiss Embroideries with bands to match that are to be worn by the swell trade. These we own at about two-thirds of the usual price, and sell for from50c up to \$1.25 per yard (Not expensive for what they are.)

We have Laces and Allovers to go with all or any of the above White Goods, also the Swiss and Venice Collars to go with these goods.

Dress Goods.

Our preparations early of new kinds of Dress Goods is being felt all over our Dress Goods Department. Now when we are busy at all it is very busy at this department. The following will help you to make your Spring selection of Dress Goods.

The hard-finish Worsteds effects in these Dress Goods are the new things. These we have in Shadow Plaids in grey, London smoke and beige effects. Your choice, per yard50c

New lot of Beautiful Plaids with silk lines in navy, green and red, at, per yard50c

Batiste in all-wool in colors red, navy, light blue, green and black, now, per yard50c

35-inch Navy Sicillienne in new shade of navy, now, per yard50c

36-inch Black All-wool Serge at, per yard50c

Any of the new weaves in Black Goods, such as Chiffon, Panamas, Batiste, Melrose, Voiles, Shadow Plaids in Panama and Herringbone weaves, can be bought for\$1.00

Silk Lansdown Read's goods at\$1.25

Silk Warped Henrietta at\$1.50

Black Broadcloths in the new finish at\$1.25, \$1.50 and \$1.75

And a German Spotless Broadcloth at\$2.75

Silks.

Silks are to be worn in greater quantities than for years.

Suesine Silks, 37 inches wide, all colors, at45c

White Oriental Silks, per yard39c, 50c, 75c, 85c and 95c

We have at present all colors in Brainerd & Armstrong's 26-inch Taffeta at\$1.00

These widths they are not going to make any more of until raw silk drops in price. If they are what you want you will have to take them now, and you can have them at \$1.00

37-inch Bonnet Silks in black, fully

guaranteed, will be sold only for a short time longer at\$1.00

Yard-wide Taffeta Silks at\$1.00